

Geomarketing as decision-making tool for a catering establishment placement

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Abstract

© 2016, International Journal of Pharmacy and Technology. All rights reserved. Geographical marketing gradually takes root into the business industry of Russia. At the moment methods of geo marketing are used generally in the solution of placement tasks for the entities of the network companies of "step availability". At the same time, possibilities of a method are much wider and can be applied with success in the sphere of small and medium business as well. Development of a matching technique of catering establishment optimum location in the territory of the small city by geo marketing methods is result of work. Specifics of geo marketing methods application in the Russian Federation and foreign countries are considered. The technique is tested on the example of Neftekamsk of the Republic of Bashkortostan, the Russian Federation. On the basis of the analysis of space pictures of city territory the layers system of the geo information map Neftekamsk, necessary for the solution of an objective on the basis of which the analysis of city territorial structure is carried out is developed. Primary matching of the places suitable for placement of public objects catering on the basis of expeditionary researches is made. On the second stage is chosen the most optimal variant of placement from point of view of conducting successful business.

Keywords

Geomarketing, Smalltown catering facilities, Space technologies, Territorial planning